

ABSTRACT OF THE DISCLOSURE

The current invention provides that data sent from a source computer to a recipient's computer can be selected in real time according to at least one characteristic of the recipient which can be kept in a profile. Information such as the recipient's position, preferred websites, browsing history, content a visited website, information from a third party, or the recipient's response to a question posed also could be included in the profile, and various ways to obtain this information are disclosed. A pricing method values an advertisement sent over the Internet according to the time the recipient viewed the advertisement, or whether the advertisement resulted in an inquiry or sale. The advertisements can be selected in real-time and displayed with the requested web page.